**Project Dissertation**

**BRAND POSITIONING & CONSUMER BEHAVIOUR (MUSIC INDUSTRY)**

 Submitted By :

 Manoj Kumar

 2K13/MBA/38

 Under the Guidance of :

 Dr. Rajan Yadav

 Associate Professor, DSM-STU

 

 **DELHI SCHOOL OF MANAGEMENT**

 **Delhi Technological University**

 Bawana Road Delhi 110042

 Jan -May 2015